

## CHAPTER I

### INTRODUCTION

This chapter reviews the general outlines of present study. It begins with background of the research, statement of research, purposes and significance of research, and organization of paper.

#### 1.1. Background of Research

A product will have a charm if it has a characteristic. As the one of a charm of a product is a slogan. Potential consumers will consider the best one between two products with the same kind but different brand as one of their consideration. The power of language that has been arranged becomes a slogan for a product is an important thing in commerce world. Kreidler said that commerce organizations spend a lot of effort and money on naming products, devising slogans, and creating messages that will be meaningful to the buying public (36).

According to Chomsky, the language is embedded in performance systems that enable its expressions to be used for articulating, interpreting, referring, inquiring, reflecting, and other actions (1). Many people are not conscious that a slogan of a product has been “hypnotizing” them to buy the product besides considering the price, brand, and function of it. Because of the slogan of the product, the potential consumers will feel there is interaction between their brain and heart so that it is raising a conviction for buying the product.

According to Kirkpatrick, the slogan needs to be simple, clear, obvious, catchy and colourful. They should be built on a big-sale idea, on self-interest, on buyer-benefit because their substance is more important than their style (467). In other word, a slogan has to “hypnotize” the potential consumers with the power of language which they have.

Certainly, in making a slogan of a product, the creator or the company is not doing mistakenly. A slogan has to be containing a great meaning, because it is relating to loss and profit a product which they sell, for example in oil advertisement slogans. The slogans that they made and published have traction powers that almost balance and make the potential consumers hesitate to buy which one the best product. According to Riemer meaning is the hearth of language. Meaning is what language is for: to have a language without meaning would be like having lungs without air (3). The power of language and great meaning becomes the main character for convincing the potential consumers to choose their product.

Base on Beedham, meaning divided into two forms. There are base meaning and relational meaning. Base meaning of a word is a thing, which closed in its words that is always brought wherever the world is putdown and relational meaning is connotative thing that is given and added in own meaning by putting the word in special position or special field (106).

Based on the statement above, the writer is interested to understand of the oil advertisement slogans as the object of research. First, usually, many people do not conscious in choosing a product that they have been

“hypnotized” by the power of language which became the slogan of the product. Second, slogans have a contextual meaning to be researched so that the products sell well. Third, many researches about advertisement slogan of a product such as cigarette, perfume, etc, but the research about oil advertisement will make another colour in slogans research.

Finally, the writer chooses oil advertisement slogans as the object of research for graduating paper under the title *“The Types of Slogan in Oil Advertisement and Its Contextual Meaning”*.

### **1.2. Statement of Research**

Slogans have many types and forms which are used in advertisement, such as oil advertisement slogans. Slogans hence become the communication device designed by the advertisers to communicate their message to their potential consumers. Based on the above statement, can be formulated into the two research question as follow:

1. What are the types of oil advertisement slogan?
2. What are the contextual meanings of oil advertisement slogan?

### **1.3. Purpose and Significance of Research**

This research have a purpose and a significance. They are:

#### **1. Purpose of Research**

The purpose of this research is to find out the meaning of oil advertisement slogans. The specific purposes are presented below:

- a. To find out the types of oil advertisement slogan.
- b. To find out the contextual meanings of oil advertisement slogan.

## 2. Significance of Research

Significances of this research are divided into two aspects. The first is from theoretical aspect, and the second is from practical aspect.

- a. Theoretically, this research is directed to the writer who can learn the way of Linguistics, especially is about Semantics. Then, this research is a reference for other writers who are interested in enriching the Semantics knowledge.
- b. Practically, this research is useful for the writer in knowing what the types of oil advertisement slogans are and how deep the meanings of oil advertisement slogans are. The writer also can improve the writer's knowledge.

### 1.4. Organization of Writing

- Chapter I : This chapter consist of background of research, statement of research, purpose and significance of research, and organization of writing.
- Chapter II : This chapter consist of definition of phrase, kind of phrase, definition of clause, kinds of clause, definition of sentence, kinds of sentence, definition of slogan, types of slogan, definition of meaning, definition of lexical meaning, and definition of contextual meaning.
- Chapter III : This chapter consist of design of research, data, source of data, technique of collecting data, and technique of analyzing data.

Chapter IV : This chapter consist of analyzing data. The research question number one is analyzed by types of slogan theory and the question number two is analyzed by contextual meaning theory.

Chapter V : This chapter consist of the writer's conclusions and suggestions of this research.

